

NEWS RELEASE

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Lisa Maahs New Regional Director for Junior Achievement of Wisconsin – Northcentral Region

WAUSAU, WIS.—Junior Achievement of Wisconsin announced today Lisa Maahs as its new Regional Director for the nonprofit's Northcentral Region as it seeks to expand strategic initiatives promoting economic empowerment and critical life skills for more than 8,500 K-12 students and young adults across six counties in central and northern Wisconsin.

Maahs brings 13-years of Junior Achievement (JA) experience to her new role having first joined the nonprofit as a part-time Elementary Education Manager in 2013. She later transitioned to the role of Events and Satellite Manager, and in 2024, became full-time Associate Director. Maahs takes the director reins from Mari Stein who served as Regional Director in Wausau for 17 years and will continue her work for JA on a part-time basis.

In her new role, Maahs will oversee local fundraising, manage events, and supervise Junior Achievement educational programming for more than 8,500 students across Marathon, Portage, and Wood counties, and JA satellite locations in Minocqua, Rhinelander, and Merrill. Junior Achievement provides learning pathways for K-12 students in financial literacy, entrepreneurship and college and career planning.

Originally from the Chicago area, Maahs later came to Wausau with her husband where they raised their children. The family enjoys traveling to national parks, skiing out West and spending time at their family cabin in Eagle River. Lisa is an avid outdoor enthusiast who loves running, road biking, hiking, and taking walks with their two Labradors.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, Junior Achievement volunteers have taught life skills learning experiences for 64,798 students in the greater Wausau metropolitan area. For more information, visit [Wisconsin.ja.org](https://www.wisconsin.ja.org).